Permit #F00027639

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027639 **Type of Permit:** FILMING **Release Date:** 05/05/2010

Production Company MOTHER INDUSTRIES

Insured Company Name MOTHER INDUSTRIES
Contact Phone No. 1 212-254-2800
Contact Phone No. 2
Fax
Address 44 BOND ST 5TH FLOOR
NEW YORK, New York 10012

Production Title NBC PROMO

Type of Production Commercial - Standard

Producer Bronwen Lonsdale

Director TBD TBD

1st AD TBD TBD

Production Manager TBD TBD

FilmL.A. Coordinator Hans Groszkruger

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone Office - 212-254-2800

Location Assistant None None
Primary Phone Office - 212-254-2800
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$120.00

Total Permit Fee $830.00

Number of Locations 4

NOT A PERMIT

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Summary Information — Location

Permit Number	F00027639	**Location Manager**	Dale Dreher
Production Company	MOTHER INDUSTRIES	Primary Phone	Mobile - 310-600-5020
Insured Company	MOTHER INDUSTRIES	Secondary Phone	Office - 212-254-2800
Production Title	NBC PROMO		

Location Address Franklin Ave, Fairfax Ave, Beverly Blvd, Vermont Ave. (inclusive - excludes City of West Hollywood), Los Angeles , CA, 90029

Location Names

Location Type Sidewalk

Location Description SIDEWALK AND STREET GRID

Film Dates 5/6/2010 - 5/7/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document Mother, Dale Dreher.pdf

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Camera on sticks; Exterior Dialogue; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT.
PRODUCTION COMPANY MUST CONTACT FILML.A. PRIOR TO FILMING IN A RESIDENTIAL AREA.
INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number	F00027639	**Location Manager**	Dale Dreher
Production Company	MOTHER INDUSTRIES	Primary Phone	Mobile - 310-600-5020
Insured Company	MOTHER INDUSTRIES	Secondary Phone	Office - 212-254-2800
Production Title	NBC PROMO		

Location Address 10 FWY, 110 FWY, 5 FWY, 101 FWY (INCLUSIVE, EXCLUDING CHINATOWN), LOS ANGELES, CA, 90031

Location Names

Location Type Walking Grid

Location Description

Film Dates 5/6/2010 - 5/7/2010 08:00 - 20:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Camera on sticks; Exterior Dialogue; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT.
PRODUCTION COMPANY MUST CONTACT FILML.A. PRIOR TO FILMING IN A RESIDENTIAL AREA.
INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION

Coordinator Note EXCLUDES CHINATOWN

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Location 3 of 4

Permit Number	F00027639	**Location Manager**	Dale Dreher
Production Company	MOTHER INDUSTRIES	Primary Phone	Mobile - 310-600-5020
Insured Company	MOTHER INDUSTRIES	Secondary Phone	Office - 212-254-2800
Production Title	NBC PROMO		

Location Address 1146 Abbot Kinney Blvd, Venice, CA, 90291

Location Names

Location Type Cafe

Location Description

Film Dates 5/6/2010 - 5/6/2010 12:00 - 15:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents Abbot Kinney, Venice July 2009.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILML.A. MONITOR REQUIRED 11AM-3PM

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number F00027639
Production Company MOTHER INDUSTRIES
Insured Company MOTHER INDUSTRIES
Production Title NBC PROMO

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone Office - 212-254-2800

Location Address SPEEDWAY, WASHINGTON BL, WALGROVE AV & ROSE AV, INCLUSIVE,,, VENICE, CA, 90291

Location Names

Location Type Driving grid

Location Description

Film Dates 5/6/2010 - 5/6/2010 11:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	8

Filming Activities Camera on sticks; Exterior Dialogue; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
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Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Mother ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 5/5

Representative's Signature

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Mother

Name of Principal (i.e. company name) (Please Print)

44 Bond St.
NY, NY 10012

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services

DRAFT
NOT FOR SIGNATURE

SPECIAL FILMING CONDITIONS
ABBOT KINNEY BOULEVARD AREA OF VENICE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Abbot Kinney Boulevard area is a diverse, mixed-use community which includes Abbot Kinney Boulevard between Venice Boulevard and Main Street, and adjacent streets. The area is comprised of small shops, restaurants, single family homes, apartment buildings and artists lofts. The following conditions have been established to mitigate the concerns of local residents and merchants, and to provide for an equitable use of the area.

- **Affected residents/merchants/businesses within 500 ft. of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation**. *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Production companies must notify the Abbott Kinney District Association at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** The current contact for the Abbot Kinney District Association is Kim Michalowski kimmichalowski@yahoo.com (preferred method of contact); (310) 450-2607 or (310) 428- 9549.

- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.

- **Production equipment parking and the posting of "No Parking" signs should be kept to a minimum** in order to reduce any negative impact to the local merchants. Equipment parking on Abbot Kinney Boulevard will be limited to 150 feet during regular business hours (10:00a.m. to 5:00 p.m.) and may not block access to open shops and businesses. **Equipment may only be parked in front of businesses that indicate their approval using the FilmL.A**. **Filming Survey process**, **or in front of businesses that are clearly vacant or closed during the hours of activity.** Production companies may also request an additional 150 ft of posting on area side streets (excluding Santa Clara Avenue) for a total of 300 ft of posting within the area.

- **Friday, Weekend or holiday filming is generally not permitted** unless a Filming Survey is done of the affected business for the proposed activities on a FilmL.A.-authorized Filming Survey.

- **The use of City lots # 616, #617 and the lot on the corner of Santa Clara and Electric are not permitted.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Any variance to these guidelines must be discussed in detail with FilmL.A. prior to making plans to shoot in this area. FilmL.A. will take variances from these conditions into consideration on a case by case basis.**

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. DRAFT